

## **Abstract**

### **Representation of the 1953 Currency Reform in Czechoslovakia in the Official Media**

The main goal of this paper is to analyze and summarize the way the 1953 currency reform in Czechoslovakia was represented in the official media. The method that was used was an analysis of articles in several selected newspapers from relevant months of 1953 and comparison of obtained data to contemporary historical findings. The newspapers analyzed were Slovak newspapers Pravda and Práca and Czech newspapers Rudé právo, Pilsner Pravda and Svobodné slovo. The thesis consists of three sections, covering situation in Czechoslovakia before the currency reform took effect, the newspaper analysis and the description of reactions of citizens to the currency reform.

One of the secondary goals of this thesis – that is, to find out whether the citizens of Czechoslovakia could anticipate and prepare for the impact of the currency reform in 1953 – has proven conclusive, granted that the reader has an access to more than one newspaper. Perhaps the most decisive evidence was the announcement of changes in the salary payout system, which was publicized in the beginning of May.

The other secondary research goal of the thesis was to analyze the differences in representation of the currency reform in Czech and Slovak speaking regions. Apart from several issues specific to the region, there was very little difference in the informational value of released articles in Czech and Slovak language. Reception of the currency reform in Slovakia has been, in fact, calmer than in the Czech part of the republic, with no open revolts and only a few worker strikes.

Nevertheless, the currency reform in 1953 has marked an important milestone in the existence of the country – one from which it would take decades to recover economically and morally.